

Information
about

REGINA

SASKATCHEWAN

**Canada's Wheat
Capital!**

Issued by
Regina Chamber of Commerce

History!

REGINA was once known as Pile o' Bones because of immense quantities of buffalo bones littering the area. In 1882 when the C.P.R. railway reached Pile o' Bones the name was changed to Regina. It was established as a city in 1903 with 3,000 population. Today its population numbers 72,000.

In early days Regina was capital of the North West Territories and the North West Mounted Police kept order. The Province of Saskatchewan was formed in 1905 with Regina as capital. Today Regina is a centre of culture, commerce, industry and finance. Early pioneers can recall the time when one could stand on Regina's centre and not see a tree in sight. Now its streets are lined with trees, parks abound and the Parliament building grounds are beautifully landscaped.

Advancing growth has established more than 50 churches. There are two large hospitals, a cancer clinic, medical centre and other medical facilities.

Regina has a symphony orchestra, Little Theatre, three public libraries, six colleges and academies and 27 schools. There are numerous recreational centres including three swimming pools. Sports enthusiasts have the choice of rugby, baseball, tennis, golf, hockey, curling, bowling or water events on Wascana lake.

Regina's industrial production is approaching the \$40,000,000 mark annually. Cheque transactions on Regina banks have exceeded one billion dollars annually for several years. Regina's economy is based on farming and there are 40,000 farms within 100 miles. Close to 50 trains and 45 buses arrive and depart daily. Eight planes of two airlines arrive and leave daily also. Regina is on the Trans-Canada highway with arterial roads making all parts of the province accessible.

As a convention city Regina ranks high.

Incomes

(Latest Income Tax figures for Regina
by Department of National Revenue)

Sources and amounts of income	
Wages and Salaries	\$44,875,000
Business profits	4,930,000
Professional income	1,590,000
Commission income	989,000
Farm income	2,060,000
Dividends	528,000
Bond, bank interest	469,000
Net rental income	1,040,000
Mortgage interest	85,000
Annuity income	11,000
Estate income	388,000
Miscellaneous income	111,000
	\$57,076,000

Number of taxable incomes 23,350

Homes!

14,426 Dwellings

3,108 Suites

17,534 Total

Single homes predominate.

They are 50 percent owner occupied and equal to the number of owner occupied homes in other prairie cities.

Lots for construction of homes inside the city improved area are difficult to locate.

Expansion is necessary!

Approximately 75 percent of Regina homes contain from four to seven rooms.

Equipment in these homes include:

Radios	95%
Electric washers	75%
Electric stoves	55%
Vacuum cleaners	55%
Electric refrigs.	40%
Automobiles	41%

Density of population is 69 persons in 17 families per acre. Regina's populated area covers 12,105 acres.

31,104 or 43.2 percent of Regina's citizens are between the ages of 20 to 44 years.

School age population is 19,488 or 27 percent.

Expansion!

During the last 11 years close to \$19,000,000 has been spent on new housing.

By the end of 1950, nearly 4,300 new and practically all individual homes have been added. The greater number were built since the end of the war.

Even so, the increase in the number of homes has barely kept pace with the growing population. Vacant houses are still scarce.

Following are the home-building figures from Jan. 1, 1940, to the end of 1950:

Year	No. of Homes	Value
1940	229	\$ 171,605
1941	195	277,495
1942	102	131,678
1943	84	130,515
1944	172	548,600
1945	602	1,235,263
1946	957	3,809,960
1947	368	1,967,760
1948	424	2,756,000
1949	584	3,796,000
1950	560	3,920,000
Totals	4,277	\$18,838,876

Population!

(Regina and a 100 mile radius)

	Urban	Rural
Regina	72,000	
10 miles	1,954	3,600
20 miles	1,417	4,500
30 miles	1,618	7,463
40 miles	28,082	15,117
50 miles	3,195	17,299
60 miles	9,861	15,034
70 miles	9,668	34,197
80 miles	5,022	27,320
90 miles	11,860	34,518
100 miles	8,935	40,116
Total	153,662	199,164

153,662 Urban
199,164 Rural

352,826 Total

Towns, Farms

(Within a 100 mile radius)

	No. of Towns	No. of Farms
10 miles	12	445
20 miles	18	1,254
30 miles	28	2,416
40 miles	36	2,946
50 miles	45	4,442
60 miles	63	4,205
70 miles	70	6,220
80 miles	93	5,661
90 miles	95	5,361
100 miles	137	7,788
Total	597	40,738

Transportation to and from
Regina daily:

50 trains
45 buses
8 planes

All roads and highways lead
to Regina.

Trade!

Value of Regina's 1950 whole-
sale trade, \$113,399,000.

Value of 1950 retail trade,
\$105,369,000.

Wholesale Area

Dry goods—All province.

Foods—100 mile radius.

Footwear—All province.

Chemicals, drugs—South half of prov-
ince.

Hardware—South half of province.

Farm machinery—South half of prov-
ince.

Autos, trucks—South half of province.

Oils, gasoline—(bulk) 175 miles.

Regina's wholesale units number 180
employing more than 2,000 persons
earning more than \$4,000,000 annually.

Retail Area

Retail outlets in Regina number 590
with close to 4,000 employees earning
over \$5,000,000 in wages and salaries
annually. Included are two mail order
houses which do tremendous business
across the prairies and beyond.

Cheque debits at Regina banks

1950	\$1,640,420,000
1949	\$1,565,140,000
1949	1,565,140,000
1947	1,286,896,000
1946	1,268,700,000
1945	1,111,542,712
1944	1,155,130,243
1943	776,939,850

Pre-war annual cheque debits averag-
ed around the \$500,000,000 mark.

Industry!

Dominion Bureau of Statistics, 1948
(Latest figures available)

Production	\$51,000,000
No. of plants	108
Cost of Materials	\$37,114,000
No. of employees	2,800
Salaries, wages	\$ 5,839,000
Fuel, power costs	\$ 1,385,000

Products!

Asphalt	Gases
Awnings	Gasoline
	Giftware
	Glass
Bakery	Insecticides
Bookbinding	
Boxes	Jewelry
Brewery	
Brooms	Leather
	Mattresses
Candles	Meat
Carriages	Machine shop
Chemicals	Millwork
Cindercrete	Monuments
Clothing	Novelties
Concrete	Oils
Confectionery	Philatelic supplies
Creamery	Plastics
	Printing
Dental	Rubber stamps
Electrical	Sheet metal
Electro-plating	Signs
Engravings	Soft drinks
Envelopes	Springs
Farm machinery	Tents
Feeds	Terazzo
Fences	
Fertilizers	Upholstery
Films	
Flour	Varnishes
Foundry	
Flowers	Window shades
Furniture	Welding

The city has zoned areas for industrial sites with rail trackage available.

Oil!

Vast oil discoveries in Alberta with indications similar oilfields are beneath Saskatchewan soil will have a great effect upon the economy of Regina.

The first development was construction of an oil pipeline from the Leduc field to Regina, a distance of 480 miles.

This pipeline cost \$48,000,000 and will mean a continuous flow of oil into Regina and east to the Great Lakes.

To cope with this increased oil flow, Imperial Oil Company, which has one of the largest refineries on the prairies in Regina, has purchased adjoining property of 200 acres at \$90,000 on which to establish the terminus of the pipeline, railway trackage, bulk storage and pumping units.

British American Oil has established its prairie region headquarters in Regina, covering from the Lakehead to the Alberta boundary.

Among the other oil companies in Regina, one, the Consumers' Co-operative Refineries, Limited, has a large refinery.

As a result of this influx of oil into the city a large number of homes and business institutions are turning to the use of oil for heating purposes. Industrial uses are being explored.

Municipal Facts!

To serve its population of 72,000 Regina has provided \$35,914,000 in lands, buildings and plant. Capital borrowed provided \$24,323,000. Of the debentures \$15,797,000 have been redeemed. Subtraction of the \$3,358,000 sinking fund leaves a net debt of \$5,168,000 at Dec. 31, 1950.

Present gross authorized debt including \$4,500,000 of unsold debentures for water development and cash on hand for expenditure, is \$14,258,000. Applying the sinking fund of \$3,358,000 would leave a net authorized debt of \$10,900,000. Redemptions from revenue and sinking fund in the next four years will be \$3,438,000.

Land is assessed at 100 percent of value and improvements at 30 percent. There is also a variable business floor space assessment.

Assessed value for taxation in 1950 was \$45,772,175 and the general tax rate was 60 mills. Taxes levied for 1950 total \$2,906,575. Utility earnings for the last few years have shown a net profit of about \$1,000,000 annually over total expenses.

Comparison with other prairie cities' gross funded and floating debt less sinking funds at Dec. 31, 1947, (the latest available comparison) places Regina in a favorable position:

City	Net debt	Per Capita
Calgary	\$11,915,767	\$119.14
Edmonton	24,444,711	206.21
Regina	4,192,005	69.58
Saskatoon	4,822,710	104.77
Winnipeg	19,038,542	81.29

Power!

Regina owns its own efficient steam turbine power plant. It is being brought up to a higher rate of efficiency as machinery becomes available.

Domestic light rates are \$1 for a minimum of 15 kilowatt hours; 4 cents per KWH for the next 85; 3.5 cents for the next 900 and 3 cents per KWH for all over 1,000.

Domestic combination light and heat has a minimum rate of \$2 with the first 100 KWH at 4 cents and all over that at 1½ cents per KWH.

Commercial light rates are 4 cents per KWH for the first 100 with the next 900 at 3.5 cents and all over 1,000 at 3 cents per KWH.

Commercial heat rates are 1.5 cents per KWH for the first 6,000 and all over that at 1.3 cents per KWH.

Commercial power transformed starts at 4 cents for the first 100 KWH and graduates to 1.75 cents at all over 4,000 KWH.

Off peak transformed commercial power is 1.5 cents for the first 1,000 KWH with the next 1,000 at 1.2 cents and all over 2,000 at 1 cent per KWH.

There is also a commercial combination of light and power based on other commercial rates or combination.

Special industrial power rates, 1.5 cents for the first 120 KWH, graduating to .9 for all over 480 KWH.

Water!

Regina's water is from artesian wells 10 miles from the city and there is a storage capacity of 30,000,000 gallons.

Normal daily consumption is between six and seven million gallons. Revenue from water consumption totals about \$400,000 yearly. There are close to 16,000 meters.

WATER RATES

Minimum rate of \$2.40 per month on first 500 cubic feet.

Next 14,500 cubic feet at 30 cents per 100.

Next 10,000 at 25 cents per 100.

Next 15,000 at 16 cents per 100.

All over 40,000 cubic feet at 14 cents per 100.

WATER DEVELOPMENT

Regina is now working on a scheme to pipe water from Buffalo Pound lake, 35 miles northwest of the city, at a cost approximating \$5,600,000. Contracts have been let for the piping for the pipe line. This will add to the present artesian well supply.

Summary

	1946	1947	1948	1949	1950
Population	60,000	62,000	64,000	66,000	72,000
Homes built	957	368	424	584	560
Building permits value	\$ 6,024,876	3,300,532	5,040,585	6,124,849	6,457,623
Bank debits (add 000)	\$ 977,251	1,286,896	1,333,318	1,565,140	1,640,420
Postal revenue	\$ 1,479,000	1,673,000	1,763,000	1,712,881	1,716,467
Retail Sales (add 000)	\$ 65,000	87,000	93,000	104,000	105,369
Wholesale sales (add 000)	\$ 92,000	98,000	103,000	111,000	113,399
Income tax payers	21,846	21,550	23,250	—NOT—	
Taxpayers' income	\$42,000,000	47,000,000	57,076,000	—AVAILABLE—	

